



# KEYNOTES + CASE STUDIES

Stories of challenge, possibility, purpose and outcome.

## Our keynote and case-studies program are led by Jason Caldwell. Jason Caldwell is an adventurer, leadership trainer, and expert storyteller.

We believe that the retelling of stories in context to organizational challenges is one of the most effective tools available in driving alignment and understanding. Our speaking programs aim to inspire and create visions of possibility. We know great leaders are ones that focus on the process much more than the outcome, knowing that the outcome is inevitable if the process is executed correctly.

Jason tells his stories in a way that allows his audience to deconstruct and internalize the lessons pulled from it for their own personal development. Our keynote programs can also be structured to further mine the metaphors of any story by facilitating breakout sessions that encourage members of these small groups to consider the stories they have to tell, and how the people they lead can benefit from them.

### Beyond an experience

#### Learning from experience

Our speaking programs all begin from our experiences. Our goal is to re-live, retell and capture the real learning lessons from any experience and distill it into concrete thoughts and examples that are useful for inspiring and driving high performing leaders and teams.

#### Adventure and academics

Our adventures are amazing feats on their own, but their true value is only realized when discussed and analyzed in context to real-world organizational needs and applications. Our goal is that every adventure story told is balanced with thoughtful discussion and breakdown that seeks to figure out the “why” behind the events and team-dynamics that unfolded.



With incredible insight and noteworthy humility, Jason Caldwell distills his daunting experiences into compelling and impactful lessons for leaders in today's complex and volatile world. His stories and the meaningful morals they relate will uplift and equip anyone to better navigate their own turbulent teams and leadership challenges."

- Peter Ronayne

Ph.D. Senior Faculty, The Center for Creative Leadership



#### Format:

- Virtual / in-person

#### Key components:

- Live and engaging  
- Highly customizable

#### Perfect for organizations...

- ✓ Looking for stories of inspiration
- ✓ Perspectives on overcoming adversity and change
- ✓ Intent on leveraging human emotion
- ✓ Seeking continued open communication

#### Going beyond

Jason's character is the forefront of his keynotes or case-studies. All of our talks build on using drive to achieve goals and focus on the value of perseverance through extreme adversity. Overall, we seek to communicate the importance of determination in winning, yielding insight like no other on how to turn failure into a powerful motivational force.

## About lat35

For companies committed to high-performance development, Lat 35's approach of adventure paired with academics goes beyond the status quo for leadership and team training approaches. Through world class performers, impactful stories and visceral lessons, Lat 35 gives leaders and teams real tools to make a difference in and beyond their organization, as the experience gained

Our goal is to create premium experiences where the best come to learn and share. Lat 35 was established on a foundation that encourages leaders to focus on processes that drive their teams to desired outcomes.

No matter the size or lifespan of a team our process will take you through a program, using a combination of experiences, academic debriefs and story telling.

### THE LAT35 PROCESS:

